R.J. Reynolds Tobacco Company

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PRIORITY COMMUNICATION

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Winston-Salem, N.C. 27102

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CC: ALL SALES PERSONNEL

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January 15, 1993

To All Division Managers

SUBJECT: CAMEL Regular 80th Anniversary Program

Beginning in early 1993, CAMEL will offer CAMEL Regular customers a chance to purchase limited edition items from the CAMEL Regular 80th Anniversary Catalog. The catalog of 13 unique heritage items will be exclusively for CAMEL Regular smokers.❶ Regular smokers will be able to order these 80th anniversary collection of items between March 1, 1993 and October 29, 1993 by sending in money and proofs of purchase.

Catalogs will be inserted into approximately six weeks production of CAMEL Regular cartons. The specially marked cartons will begin to flow into market in late February/early March 1993. Cases with cartons containing the catalog will be marked with an "A." No Field Sales action is required except to ensure that stock is properly rotated. Catalogs will also be distributed by call-in requests from CAMEL Regular customers who dial the toll-free number on the side of the pack. With each order, consumers will receive a "membership" pin, as a thank you for smoking CAMEL.

Importantly, the catalog will also serve as a communication vehicle to our Regular smokers. Research shows that communicating with Regular smokers through this medium is as important as offering the items themselves. CAMEL Regular smokers have overwhelmingly expressed that they have been neglected in our marketing efforts and that they, too, deserve attention. This program was developed in direct response to their complaints and similar concerns and suggestions raised by you in Field Sales. We want to keep the business of these important (generally loyal) full-price CAMEL customers. (We will collect the names of participating consumers for possible follow-up direct mail offers.)

Research based on a sample of 200 CAMEL Regular smokers who were exposed to the catalog determined that 75% of Regular smokers would definitely/probably participate in the offer. Eighty-seven % of the smokers found the items to be extremely/very appealing, and 76% said the items were a good value for the money.

(❶ Note: Orders for these items will only be available though submission of proofs and cash.)

Program Contact: John Ellegate, extension #5760

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"We work for smokers."

Source: https://www.industrydocuments.ucsf.edu/docs/lnjn0000